

Melbourne Public Library
Strategic Plan 2023 - 2028
Approved by Library Board of Trustees: March 9, 2023 _____

Development of the plan: The library’s previous strategic plan (dated 2016-2021) expired during a time of transition—as the library was getting new trustees and a new director. When the library prepared to file its State Library Accreditation application, this fact (of the expired plan) was brought to the director’s and board’s attention. The library immediately got to work in order to develop a new plan.

On February 22, 2023, members of the Melbourne Public Library Board and the library director met with State Library Consultant Maryann Mori to review demographic information about the city of Melbourne and statistical data about the library’s services, and to learn more about the process of developing a strategic plan. While reviewing and analyzing the community demographic data (provided by the State Data Center), it became apparent that community needs include:

- Resources and activities for tweens and teens;
- Access to an updated library website;
- Options for adult programming and activities;
- Collections that are up-to-date;
- Resources for career development.

All of this community data was used to determine which of the library’s current services will be retained and/or expanded, as well as to develop this new strategic plan for the library to use over the course of the next five years.

Mission Statement: *The Melbourne Public Library provides a comfortable space with resources for patrons of all ages, and facilitates life improvement and creative activities.*

Service Response #1: Spaces/Places—Providing comfortable physical and online places that are welcoming and useful for our community members.

Goal 1: The public will have access to a regularly-updated, informative library website.

Objective 1: The director will undergo training to learn how to edit the current website.

Activity 1: Review State Library’s online PLOW training resources (fall 2023)

Activity 2: Contact State Library district LRT for additional training (winter 2023)

Activity 3: Train additional staff/volunteers (if necessary) (winter 2023)

Objective 2: The library director (or designee) will make monthly updates to the website.

Activity 1: The director will compile website statistical data prior to making any changes. This data will serve as pre-updates data. (winter 2023)

Activity 2: The director will begin making monthly updates on a designated day of each month (January 2024)

Activity 3; The director will monitor website data monthly and prepare a post-update analysis (December 2024)

Activity 4: The director will consider delegating these responsibilities as necessary.

Objective 3: The library will market its website to the public (2025)

Activity 1: The library will use online scavenger hunts or other similar resources to encourage citizens to refer to the library's website.

Activity 2: The library's website URL will be included on all library promotional materials.

Activity 3: The library will use social media to promote resources available from the library's website.

Activity 4: The director will maintain statistical data to compare pre- and post-promotion usage of the website. Desired result is 10% increase in website traffic.

Goal 2: Teens will have a designated space in the library.

Objective 1: The library will examine current space use (2023)

Activity 1: The library will meet with State Library consultant for basic space use assessment

Activity 2: The library will meet with a focus group of teens to discuss teen input regarding a teen space.

Activity 3: The library may utilize a survey of area teens if additional input is needed.

Objective 2: The library will design and create a teen space (2024)

Activity 1: Director will work with teen focus group, board, and Friends of the library to determine furniture and design needs.

Activity 2: The board will determine the need for and, if necessary, adopt any policies regarding use of a teen space.

Activity 3: The library will pursue necessary funding for any furniture or other similar needs.

Activity 4: The library will have a special "grand opening" of the teen space (Fall 2024)

Service Response #2: Education/Lifelong Learning—Facilitating and providing opportunities for life improvements among all ages

Goal 1: The public will be able to gain new knowledge & skills

Objective 1: The director will provide materials and programming that is culturally diverse

Activity 1: The director will add materials to the collection that is culturally diverse (Spring 2024)

Activity 2: The director will incorporate cultural/diverse resources into programming(Summer 2024)

Activity 3: The director will invite members of different cultures to our community for culture nights (Fall 2024)

Objective 2: The director will provide credible resources to help educate the community on varying topics of current social issues.

Activity 1: The director will continue to provide credible resources to the public (2023)

Activity 2: The library will use its online presence to share resources with the public. (2024)

Activity 3: The library will incorporate current topics into its planned programming events.(2025)

Goal 2: The public will be able to explore areas of personal interest.

Objective 1: The public will be able to explore their own family history.

Activity 1: The director will work on adding resources to the website that will help the community research their genealogy. (2025)

Activity 2: The library will host an event on local history and will bring in various community members to teach patrons about their past. (2026)

Objective 2: The public will be able to use a makerspace in the library.

Activity 1: The director will assess the desired space in the basement for a makerspace. (2026)

Activity 2: The board will determine the need for and if necessary adopt any policies regarding the use of a makerspace (January 2027)

Activity 3: The library will pursue any necessary funding for furniture, equipment needs, and any other resources. (Fall 2027)

Activity 4: The library will host a grand opening of the makerspace. (Spring 2028)

Evaluation: The library board and director will review this strategic plan quarterly to review statistical data, assess accomplishments, and/or make modifications as necessary. Additionally, public surveys and PLA's "Project Outcome" resources may also be used to measure patron satisfaction and library service results.